

Protect Our Youth from Tobacco Addiction

Flavored tobacco is now playing a major role in introducing youth to other tobacco products. Flavored tobacco products taste better to first-time users and have proven to be harder to quit. The tobacco industry has targeted specific communities including the Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ) community, not only by using flavors but also by using ad campaigns with language promoting freedom, choice, and pride. The LGBTQ community has a higher risk of becoming subject to tobacco related illnesses because of this target marketing.

Local governments in California have adopted laws restricting the sale of flavored & menthol tobacco products in their city. Your community can do the same to help reduce tobacco use, prevent addiction among youth, and counter Big Tobacco's marketing tactics.



Recent Findings:

- The LGBTQ population is among the hardest hit by tobacco in the U.S.¹
- LGB youth are **2X** as likely to smoke a cigarette before they are 13 years old. ¹
- **80%** of young people who have ever used tobacco started with a flavored tobacco product.²
- **36%** of LGBTQ smokers report that they smoke menthol flavored cigarettes, which are easier to use and harder to quit. ³

*Limited information exists on cigarette smoking prevalence among transgender folks; however, cigarette smoking prevalence among transgender adults is reported to be higher than among the general population of adults.³

WHAT CAN YOU DO TO HELP?

- Join the fight against Big Tobacco by joining your local tobacco coalition. There are many volunteer opportunities for youth and adults.
- Support tobacco free environments & educate community members about flavored tobacco.
- Tell your elected officials about the importance of restricting the sale of flavored tobacco.



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WHAT IS A TRL?

A tobacco retail license, or tobacco retail permit, (TRL) requires all tobacco retailers to purchase a license to sell tobacco products. The purpose of a TRL is to make sure that retailers do not sell tobacco products to minors. Local cities that have a TRL policy can enforce that local retailers also restrict selling flavored tobacco products. This means that a retailer's TRL could be suspended if he or she sells flavored tobacco products. This may include strong penalties for violations.



The City of Riverside adopted a tobacco retail permit in 2009 and illegal tobacco sales rates dropped from 65% to 31%.⁴

1. Initiative, T. (2018, June 26). Tobacco is a Social Justice Issue: Why the LGBT Community is Among the Hardest Hit by Smoking. Retrieved from <https://www.prnewswire.com/news-releases/tobacco-is-a-social-justice-issue-why-the-lgbt-community-is-among-the-hardest-hit-by-smoking-300473870.html>
2. Fact 379. (2019, April 1). Retrieved from <https://www.thetruth.com/the-facts/fact-379>
3. Lesbian, Gay, Bisexual, and Transgender Persons and Tobacco Use. (2019, November 25). Retrieved from <https://www.cdc.gov/tobacco/disparities/lgbt/index.htm>
4. The Center for Tobacco Policy & Organizing, Becoming a Policy Wonk on Local Tobacco Retailer Licensing: Answers to Tough Questions from Opponents and Elected Officials <http://www.smokefreemarin.com/documents/BecomingaPolicyWonkonLocalTobaccoRetailerLicensingMarch2011.pdf>